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MINUTES DISCOVER FLAGSTAFF TOURISM COMMISSION

August 24, 2021 – 1:00 p.m.-3:00 p.m.

[Join Microsoft Teams Meeting](#)



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A. CALL TO ORDER

Chair Madeksza called the meeting to order at 1:01 p.m.

B. ROLL CALL:

Terry Madeksza, Chair, [present](#)

Jennifer Grogan, Vice-Chair, [present](#)

Steve Finch, [present](#)

Lynda Fleischer, [joined at 1:13 p.m.](#)

Ellen Jimenez, [present](#)

Joe O'Donnell, [excused](#)

Jennifer Rolley, [excused](#)

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

C. LOCAL CHECK-IN

A. Chair & Commissioners

Chair Madeksza attended the recent Governor's Conference on Tourism (GCOT) and mentioned that it's very nice to see Flagstaff leading the way and recognized throughout the state. A very talented Team. Flagstaff won two awards for the Best Tourism Partnership Rural Award for Pledge for the Wild in partnership with Flagstaff Trails Initiative; as well as Canyon Diablo Distillery for the Tourism Best of Service Crisis Response Award for transforming distillery in manufacturing hand sanitizers and delivering it to the reservation.

Movies on the Square will end this Saturday for the summer and the Downtown Community Market will end on September 8, 2021. A Job Walk is planned for the first week in September.

B. Council Liaison – Councilmember Regina Salas

Councilmember Salas mentioned the following:

- In-person hybrid City Council meetings and following public health protocols.
- Joint session with Board of Supervisors discussing an Engineering Summit.
- Approve contract for Discover Flagstaff for their digital ad server, See Source.
- No City Council meeting due to Council attending Az League of Cities & Towns in Scottsdale, AZ
- September 9 meeting to discuss America Rescue Plan

You can always reach out to Councilmember Salas via email, text, or phone call.

D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

E. APPROVAL OF MINUTES

A. July 27, 2021 Tourism Commission Meeting

MOTION

Commissioner Jimenez made a motion to approve the July 27, 2021 minutes and Commissioner Finch seconded the motion. No discussion. The motion was approved unanimously.

F. DISCUSSION

A. Airport Update – Barney Helmick, Airport Director

Barney Helmick, Airport Director gave an Airport update:

- Passenger count 61,657 enplaned as of the YTD end of July. That is 4.6% below 2019 but exceeding the 2020 numbers.
- Saturday – Thunder over Flagstaff event from 8 a.m.-3:30 p.m. and showcasing the Young Eagles Program.

Working on the following projects:

- New parking lot. Adding 416 spaces. Approximate open by end of September, early October. Paid parking to start in January 2022. Parking fees are still being discussed.
- New design work inside the airport will start with the Cares Funding including the roofing on hangars.

Questions/Comments:

Chair Madeksza asked if the airport has potential for other routes? Barney answered yes, they are continually courting different routes. His first choice is San Francisco due to connections to Seattle and Boise and continues to discuss a third and fourth route.

Commissioner Jimenez made a comment that she grew up in Flagstaff and is excited to see the growth in Flagstaff. The airport is good for the community and guests. Appreciates the Airports efforts.

G. REPORTS

A. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig, Lowell Observatory shared the Attractions Report for July 2021. Numbers are looking great! Lowell, The Arboretum at Flagstaff, MNA, Arizona Snowbowl are still hosting virtual and in-person events.

B. Director & Staff Reports

Staff gave monthly report for July 2021 for Administrative, Marketing, Creative Services, Social Media, Public Relations, Sales and Visitor Services.

Questions/Comments:

- Commissioner Finch mentioned that considering what is going on currently the Accommodations numbers are fantastic.
- Commissioner Jimenez asked if the rain/weather affected the OCC numbers? Director Ward stated that the numbers look great, we look at RevPAR as a benchmark.

C. Chair

Chair Madeksza thanked the Discover Flagstaff team for all their hard work as it showed at the Governor's Conference on Tourism.

H. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

A. Agenda Items

- Commissioner Fleischer would like and update on Arizona Snowbowl's Master Plan.
- EV Director Hansen mentioned that the Airport will create and advertising opportunity at the Airport coming soon. They are also sending out and RFP for a new Airport Website.
- Commissioner Finch mentioned a couple of studies that he and Director Ward spoke about. One was a study on what visitors are doing before and after a visit to the Grand Canyon? The study states there is no mention of Flagstaff either before or after their visits. The second study questioned visitors visiting Arizona, where do they want to visit? This study showed that Flagstaff was on their top list of towns to visit. Director Ward mentioned that these are not considered studies just anecdotal information which comes back to Discover Flagstaff continues to educate our drive market about Flagstaff. Meg Roederer, Public Relations also mentioned that these studies are stories re-purposed as a media take. EV Director Hansen thanked Commissioner Finch, Director Ward, and Meg for their insight on these studies.

B. Next meeting date: September 28, 2021

I. ADJOURNMENT

The meeting adjourned at 2:12 p.m. by unanimous consent.